

ABSTRACT OF THE DISCLOSURE

The present invention is intended to electronically sell digital contents to moving users anytime. Each user's receiving terminal includes a unit of monitoring conditions of communication with a digital content distribution apparatus run by a content provider and, according to the communication conditions, the receiving terminal sends its equipment identifier data to the digital content distribution apparatus to designate the receiving terminal. The digital content distribution apparatus includes a unit of download and stock management which manages content download and stock data descriptive of content volumes downloaded and stocked in the receiving terminals, associated with the equipment identifier, and a unit of determining a digital content to download which determines a digital content to download to the receiving terminals, based on the content download and stock data, and downloads the digital content to the receiving terminals. These essential components can arrange that providers download contents to be sold to users to the receiving terminals and have them stocked in the terminals when online with the terminals so that the users can purchase the contents any time.